

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “Outlook Traveller + Outlook Business ” a weekly Newsmagazine, Sept 2008 issue ,through M/s. Livewires Advertising Pvt, Ltd., – Publication Charges – Amount Sanctioned - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.1028

Dated: 16-10-2008

Read the following:

- 1 Govt. Lr.No.3978/PMU/DDC/2008, YAT&C (PMU) Department. dt. 22.08.2008.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Release Order No. 162 /Display-PP/Advt.I-2/2008-09, I&PR Department, dt.26-08-2008.
- 6 Bill No. Advt-290, dt. 09.09.2008 of M/s. Livewires Advertising Pvt, Ltd., Hyderabad.

* * *

ORDER:

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in “Outlook Traveller + Outlook Business ” a weekly Newsmagazine, Sept 08 issue, through M/s. Livewires Advertising Pvt, Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 2,50,000/- vide letter 6th read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.2,50,000/- (Rupees Two Lakh Fifty Thousand only) towards publication of the advertisement in Outlook Traveller + Outlook Business ” a weekly Newsmagazine, which is inclusive of service tax

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (10) – Promotion of Tourism in Districts - 500 – other charges – 503 – other expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt, Ltd., Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To
M/s. Livewires Advertising, Pvt, Ltd., Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:
The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER